

05-19-1999



SHEET

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

101006352

To the Honorable Commissioner of Patents and Trademarks, please return the attached original documents or copy thereof.

## 1. Name of conveying party(ies):

**National Bedding Company**  
**5401 Trillium Blvd.**  
**Hoffman Estates, IL 60195**

- ☐ Individuals(s) ☐ Association  
☐ General Partnership ☐ Limited Partnership  
☒ Corporation-State **Illinois**  
☐ Other \_\_\_\_\_

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

## 3. Nature of conveyance:

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other \_\_\_\_\_

Execution Date: **December 10, 1997**

## 2. Name and address of receiving party(ies)

Name: **W.E. BEDDING Corp.**

Internal Address:

Street Address: **14014 Alondra Blvd.**City: **Santa Fe Springs** State: **CA** ZIP: **90570**

- ☐ Individual(s) citizenship  
☐ Association  
☐ General Partnership  
☐ Limited Partnership

☒ Corporation-State **California**☐ Other \_\_\_\_\_If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☒ No

(Designations must be a separate document from assignment)

Additional name(s) & address(es) attached? ☐ Yes ☒ No

## 4. Application number(s) or patent number(s):

A. Trademark Application No.(s)

B. Trademark Registr.

02-03-1999

U.S. Patent &amp; TMO/TM Mail Rcpt Dt. #57

**Ortho (Reg. No. 94048)**Additional numbers attached? ☒ Yes ☐ No

## 5. Name and address of party to whom correspondence concerning document should be mailed:

**Mr. Sigi Hinojosa**  
Name: **Buchalter, Nemer, Fields & Younger**

Internal Address: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Street Address: **601 South Figueroa Street, 24th Floor**City: **Los Angeles** State: **California** ZIP: **90017**

## 6. Total number of applications and registrations involved:

**5**7. Total fee (37 CFR 3.41) ..... \$ **140.00**☐ Enclosed☒ Authorized to be charged to deposit account

## 8. Deposit account number:

**20-0050**

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

## 9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and the attached copy is a true copy of the original document.

**MR. SIGI HINOJOSA**

Name of Person Signing

**Christine E Wilson**

Signature

February 1, 1999

Date

Total number of pages including cover sheet, attachments, and document:

TRADEMARK  
REEL: 1874 FRAME: 0224

## SCHEDULE 1

### INTELLECTUAL PROPERTY

#### 1. Federal Registrations:

- (a) Mark: ORTHO  
Registration No.: 940485  
Date of Registration: 8/8/72  
Class: 32 (Int. Class 20)  
Goods: Mattresses and Box Springs  
Combined Sections 8 and 15 Affidavit Filed
- (b) Mark: ORTHO PAK  
Registration No.: 1,565,990  
Date of Registration: 11/14/89  
Goods: Pillows and Bed Frames, Bedding Sheets, Pillowcases and Blankets
- (c) Mark: ROYAL SUPPORT COLLECTION  
Registration No.: 1,575,015  
Date of Registration: 1/2/90  
Goods: Mattresses and Box Springs
- (d) Mark: ORTHO  
Registration No.: 1,611,691  
Date of Registration: 8/28/90  
Goods: Retail Store Services in the Field of Bedding Products
- (e) Mark: ORTHO  
Registration No.: 1,555,250  
Date of Registration: 9/5/89  
Goods: Retail Store Services in the Field of Mattresses, Box Springs and Other Bedding Products

#### ~~2. State Registrations:~~

##### ~~(a) Arizona~~

Mark: ~~ORTHOMATTRESS~~  
Registration No.: ~~16776~~  
Date of Registration: ~~3/20/69~~  
Renewed: ~~3/27/79~~  
Goods: ~~Furniture and Upholstery~~

# ASSIGNMENT

FOR VALUE RECEIVED, NATIONAL BEDDING COMPANY, an Illinois corporation, dba Serta Mattress Company ("Assignor") hereby grants, assigns, conveys and transfers to W.E. BEDDING CORP., a California corporation ("Assignee"), WITHOUT RECOURSE, REPRESENTATION OR WARRANTY, EXPRESS OR IMPLIED, OF ANY KIND OR NATURE, and Assignee accepts, all of the right, title and interest of Assignor in and to the trademarks and service marks listed on Schedule 1 attached hereto, together with the goodwill associated therewith.

Upon Assignee's request, Assignor will execute such other documents and take such other actions as are reasonably necessary to effectuate the Assignment hereunder.

Dated: December 10, 1997

"ASSIGNOR"

NATIONAL BEDDING COMPANY,  
an Illinois corporation,  
dba Serta Mattress Company

BY WM

ITS VP

"ASSIGNEE"

W.E. BEDDING CORP., a  
California corporation

BY W.E. Bedding Corp.

ITS President

Serta\Assignmt

## **SCHEDULE 1**

### **INTELLECTUAL PROPERTY**

#### **1. Federal Registrations:**

- (a) **Mark: ORTHO**  
**Registration No.: 940485**  
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**Class: 32 (Int. Class 20)**  
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- (b) **Mark: ORTHO PAK**  
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**Goods: Retail Store Services in the Field of Bedding Products**
- (e) **Mark: ORTHO**  
**Registration No.: 1,555,250**  
**Date of Registration: 9/5/89**  
**Goods: Retail Store Services in the Field of Mattresses, Box Springs and Other Bedding Products**

#### **2. State Registrations:**

- (a) **Arizona**  
  
**Mark: ORTHO MATTRESS**  
**Registration No.: 16776**  
**Date of Registration: 3/20/69**  
**Renewed: 3/27/79**  
**Goods: Furniture and Upholstery**

(b) Nevada

Mark: ORTHO MATTRESS SLEEP CENTERS

Registration No.: 0087416

Date of Registration: 3/27/89

Goods: Retail Stores Selling Mattresses, Box Springs, Beds,  
Upholstered Furniture and Occasional Furniture

3. Mattress and Box Springs Trademarks (Unregistered):

Ortho Mattress  
Ortho Balance  
Ortho Quilted Sleeper  
Ortho Daybed  
Ortho Premier  
Ortho Serenity Regal  
Ortho Genic  
Ortho Flex  
Ortho Form  
Ortho Tension  
Ortho Perma Redic  
Ortho Splendor  
Ortho Posture  
Ortho Royale  
Ortho Mission  
Ortho Deluxe  
Ortho Crown  
Ortho Aristrocat  
Ortho Blue Shield  
Ortho Posture Quilt  
Ortho Classic  
Ortho Bunke  
Ortho Ease  
Ortho Balboa  
Ortho Siesta  
Ortho Prestige Extra Firm  
Ortho Quilt  
Ortho Rest  
Ortho Hotel  
Ortho Comfort  
Ortho Magic  
Ortho Cloud  
Ortho Slumber  
Ortho Rite  
Ortho Prestige  
Ortho Regal

Ortho Hi Riser  
Ortho Adjustable  
Ortho Elegance  
Ortho Sleep  
Ortho Support  
Ortho Guard  
Ortho Fashion  
Ortho Luxury  
Ortho Imperial  
Ortho Pak  
Ortho Contract Motel  
Ortho Motel Apartment  
Ortho Motel Special  
Ortho Hospital  
Ortho Hotel Deluxe  
Ortho Grand Hotel  
Ortho Posture Rest

4. Upholstery Trademarks (Unregistered):

Avon  
Cambridge  
Hampshire  
Oakdale  
Oxford  
Saratoga  
Tahoe  
Windsor  
Belair  
Manhattan  
Westminster  
Manchester  
York  
Bristol  
Andover  
Essex  
Devon  
Queen Anne  
Chelsea

5. Service Marks

Ortho  
Ortho Mattress